



WCPO

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## ORDER

Print Date 08/27/12

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Flight Dates 08/20/12-09/05/12

Contract / Revision 308196 /

Original Date / Revision  
08/27/12 08/27/12

Advertiser National Association of Man

Agency Target Enterprises

Buying Contact

16501 Ventura Boulevard - Suite #5  
Encino, CA 91436

Product

Issue. NAM 08.20-09.05.12

Agency Com 15%

Billing Contact

16501 Ventura Boulevard - Suite #5  
Encino, CA 91436

Sales Office WCPON

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A55+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Brad Wagner

Account Executive Order% Start Date End Date

Brad Wagner 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	25	\$18,615.00	\$21,900.00	0.00	07/30/12	08/26/12	25	\$18,615.00	\$21,900.00
September 2012	52	\$39,992.50	\$47,050.00	0.00	08/27/12	09/05/12	52	\$39,992.50	\$47,050.00
Totals	77	\$58,607.50	\$68,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 2	WCPO	08/20/12	09/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--					3	\$800.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$800.00		0.00			
		Week: 09/03/12	09/09/12	-TW----					2	\$800.00		0.00			
E 4	WCPO	08/20/12	09/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$350.00	P-8	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWTF--					3	\$350.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$350.00		0.00			



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Contract / Revision 308196 Flight Dates 08/20/12-09/05/12

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:20:00

Advertiser National Association of Ma Product Issue. NAM 08.20-09.05.12 Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WCPO	08/20/12	09/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$350.00	P-8	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TW----					2	\$350.00		0.00			
E 6	WCPO	08/20/12	09/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$850.00	P-8	0.00	NM	11	\$9,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					4	\$850.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$850.00		0.00			
Week:		09/03/12	09/09/12	-TW----					2	\$850.00		0.00			
E 8	WCPO	08/20/12	09/05/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	10	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					3	\$1,600.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$1,600.00		0.00			
Week:		09/03/12	09/09/12	-TW----					2	\$1,600.00		0.00			
E 9	WCPO	08/20/12	09/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	10	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					3	\$1,600.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$1,600.00		0.00			
Week:		09/03/12	09/09/12	-TW----					2	\$1,600.00		0.00			
E 11	WCPO	08/20/12	09/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	3	\$900.00	P-3	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF-S					3	\$900.00		0.00			
Week:		08/27/12	09/02/12	MTWTF-S					5	\$900.00		0.00			
Week:		09/03/12	09/09/12	-TW----					2	\$900.00		0.00			
E 12	WCPO	08/20/12	09/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$400.00	P-8	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					3	\$400.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$400.00		0.00			
Week:		09/03/12	09/09/12	-TW----					2	\$400.00		0.00			
13	WCPO	08/26/12	09/02/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$450.00		0.00			
Week:		08/27/12	09/02/12	-----S					1	\$450.00		0.00			
14	WCPO	08/26/12	09/02/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$700.00		0.00			
Week:		08/27/12	09/02/12	-----S					1	\$700.00		0.00			
15	WCPO	08/26/12	09/02/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
Week:		08/27/12	09/02/12	-----S					1	\$400.00		0.00			
Totals													77	\$68,950.00	